MEMO TO: JON ZOLER/AL UDOW ✓ **DATE:** 1/5/79

FROM: SHIRLEY WILKINS

SUBJECT: VERBATIM ANSWERS TO QUESTIONS ON OTHER WORDS RESPONDENTS WOULD USE TO DESCRIBE MENTHOL CIGARETTES

Along with this memo, I am sending each of you a copy of the verbatim answers on other words to describe menthol cigarettes. To make things a little easier for you, we have grouped them according to positive, negative, and mixed or neutral comments.

If you have any questions, please give me a call.

Shirley

S. W.

SW:az
Attach.

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